

## ORDER



**Orders**  
**Order / Rev:** 704815  
**Alt Order #:** 06262913  
**Product Desc:** DCCC  
**Estimate:** 1474  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** Political

**KXTV**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	35	\$42,360.00	\$36,006.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$42,360.00	\$36,006.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$42,360.00</b>	<b>\$36,006.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KXTV	22%	\$42,360.00
Market	100%	\$192,545.45

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	25%	\$48,136.36
KFTL	0%	\$0.00
KMAX	4%	\$7,701.82
KOVR	27%	\$51,987.27
KQCA	1%	\$1,925.45
KSPX	0%	\$0.00
KTXL	21%	\$40,434.55
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/02/12	10/08/12	Jimmy Kimmel	CM	1207xm-106xm	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
JIMMY KIMMEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			2		\$225.00			0.00			
E 2	KXTV	10/02/12	10/08/12		CM	2-230p	MTWTF--	:30	3	\$265.00	P-3	0.00	NM	3	\$795.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2-230p Jeopardy 2														
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$265.00		0.00			
E 3	KXTV	10/02/12	10/08/12	230-3p Who Wants to be a Millionaire	CM	230-3p MTWTF--	:30	3	\$265.00	P-3	0.00	NM	3	\$795.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$265.00		0.00			
E 4	KXTV	10/02/12	10/08/12	M-F 4-5p Ellen	CM	4p-5p MTWTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$900.00		0.00			
E 5	KXTV	10/02/12	10/08/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a MTWTF--	:30	2	\$190.00	P-3	0.00	NM	2	\$380.00
NEWS10 GOOD MORNING 5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$190.00		0.00			
E 6	KXTV	10/02/12	10/08/12	6p News10 News10 @ 6pm	CM	6-630p MTWTF--	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
NEWS 10 AT SIX														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$2,200.00		0.00			
E 7	KXTV	10/02/12	10/08/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a MTWTF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
NEWS10 GOOD MORNING 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$375.00		0.00			
E 8	KXTV	10/02/12	10/08/12	M-F 630-7p Jeopardy	CM	630-7p MTWTF--	:30	2	\$2,850.00	P-2	0.00	NM	2	\$5,700.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$2,850.00		0.00			
E 9	KXTV	10/02/12	10/08/12	M-F 7-730p Wheel	CM	7-730p MTWTF--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$2,500.00		0.00			
E 10	KXTV	10/02/12	10/08/12	M-F 7-9am GMA 7-9am	CM	7-9a MTWTF--	:30	5	\$430.00	P-3	0.00	NM	5	\$2,150.00
GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				5	\$430.00		0.00			
E 11	KXTV	10/02/12	10/08/12	M-F 730-8p Inside Edition	CM	730-8p MTWTF--	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$1,200.00		0.00			
E 12	KXTV	10/02/12	10/08/12	M-F 9-10a News10 @ 9am	CM	9a-10a MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
NEWS 10 AT 9AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$150.00		0.00			
E 13	KXTV	10/08/12	10/08/12	Mon Prime Other DWTS	CM	8-10p M-----	:30	1	\$12,600.00	P-1	0.00	NM	1	\$12,600.00
DANCING W/ THE STARS - EFF 9/17														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$12,600.00		0.00			
E 14	KXTV	10/06/12	10/06/12		CM	8-9a -----S-	:30	1	\$340.00	P-3	0.00	NM	1	\$340.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat News 8-9a											
				NEWS10 GOOD MORNINGS											
				News10 Sat @ 8a											
				FTC: 8/18/12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$340.00		0.00			
E 15	KXTV	10/02/12	10/08/12	News10 @ 11pm	CM	11-1135p	MTWTFSS	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
				News10 @ 11pm											
				NEWS 10 AT 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTFSS		3				\$1,200.00		0.00			
													Totals	35	\$42,360.00